



Audit Bureau of Circulations

**BUSINESS PUBLICATION
PUBLISHER'S STATEMENT
Subject to Audit
For the 6 month period ending
June 30, 2009**



Field Served:

SERVICE STATION & GARAGE MANAGEMENT serves technicians and shop owners/managers engaged in automotive service and repair across Canada.

This is an independent publication not directly related to or affiliated with any association.

TOTAL AVERAGE QUALIFIED PAID & NON-PAID CIRCULATION 28,848

1A AVERAGE QUALIFIED PAID CIRCULATION

Individual	
Association	
Sponsored Individually Addressed	
Multi-Copy Same Addressee	
Single Copy Sales	
Total Average Qualified Paid Circulation	_____

1B AVERAGE QUALIFIED NON-PAID CIRCULATION

Print Only, See Par. 11(a)	28,668
Digital Only, See Par. 11(b)	141
Print & Digital (Unduplicated), See Par. 11(c)	39
Total Individual	28,848
Association	
Multi-Copy Same Addressee	
Total Average Qualified Non-Paid Circulation	_____

28,848

1C AVERAGE NON-QUALIFIED CIRCULATION

Non-Continuous Market Coverage Copies	
Allocated For Shows & Conventions	
Miscellaneous, Including Staff Copies, See Par. 11(d)	923
Total Average Non-Qualified Circulation	_____

923

1D AVERAGE QUALIFIED PAID CIRCULATION OF REGIONAL AND DEMOGRAPHIC EDITIONS

None

2 QUALIFIED PAID & NON-PAID CIRCULATION BY ISSUES & QUALIFIED NON-PAID REMOVALS & ADDITIONS

2009 Issue	Total	Paid	Qualified Non-Paid			Total Qualified Non-Paid	Qualified Non-Paid Removed	Qualified Non-Paid Added
			Print Only	Digital Only	Print & Digital (Unduplicated)			
Jan.	28,495		28,495			28,495	118	37
Feb.	28,460		28,460			28,460	147	112
Mar.	28,388		28,098	289	1	28,388	427	355
Apr.	29,136		28,854	58	224	29,136	191	939
May	29,576		29,314	258	4	29,576	381	821
June	29,033		28,785	241	7	29,033	4,170	3,627
						Total	5,434	5,891

3B

AGE OF SOURCE DATA ANALYSIS

Source	Print Only	Digital Only	Print & Digital (Unduplicated)	Qualified Within			Total	%
				1 Year	2 Years	3 Years		
Qualified Non-Paid Circulation:								
Total Direct request from recipient:	25,611	233		23,587	2,264		25,851	89.0
Written	3,556	32		3,390	198		3,588	12.3
Telecommunication	19,850	129		17,977	2,002		19,979	68.8
Internet and E-mail	2,205	72	7	2,220	64		2,284	7.9
Total Direct request from recipient's company:								
Written								
Telecommunication								
Internet and E-mail								
Total Communication other than request:								
Written	715	6		40	681		721	2.5
Telecommunication	3			1	2		3	0.0
Internet and E-mail	709	6		36	679		715	2.5
Association	3			3			3	0.0
Business Directories, See Par. 11(e)	2,459	2		1,939	522		2,461	8.5
Lists								
Acquired Circulation								
Other Sources, See Par. 11(f)								
Total Qualified Non-Paid Circulation	28,785	241	7	25,566	3,467		29,033	100.0
Percent	99.2	0.8	0.0	88.1	11.9		100.0	
Paid Subscription Circulation								
Paid Acquired Circulation								
Single Copy Sales								
Total Qualified Circulation							29,033	

3C

MAILING ADDRESS ANALYSIS

	Qualified Non-Paid	%	Qualified Non-Paid Print Only	Qualified Non-Paid Digital Only	Qualified Non-Paid Print & Digital (Unduplicated)
Individual by name and title and/or occupation	28,907	99.6	28,659	241	7
Individual by name only	102	0.4	102		
Title or occupation only	11	0.0	11		
Company name only	13	0.0	13		
Multi-Copy Same Addressee					
Total Qualified Paid Subscription & Non-Paid Circulation	29,033	100.0	28,785	241	7
Single Copy Sales					
Total Qualified Circulation	29,033				

4

GEOGRAPHIC ANALYSIS

Province	Qualified Non-Paid	%	Qualified Non-Paid Print Only	Qualified Non-Paid Digital Only	Qualified Non-Paid Print & Digital (Unduplicated)
Newfoundland/Labrador	720	2.5	718	2	
Nova Scotia	1,040	3.6	1,032	7	1
Prince Edward Island	204	0.7	203	1	
New Brunswick	975	3.4	967	8	
Quebec	2,700	9.3	2,677	22	1
Ontario	12,815	44.1	12,713	98	4
Manitoba	1,274	4.4	1,263	11	
Saskatchewan	1,416	4.9	1,398	18	
Alberta	3,442	11.9	3,407	34	1
British Columbia	4,328	14.9	4,289	39	
Northwest Territories	34	0.1	33	1	
Nunavut	10	0.0	10		
Yukon Territory	70	0.2	70		
Canadian Unclassified					
Total Canada	29,028	100.0	28,780	241	7
British Commonwealth					
United States	4	0.0	4		
Military or Civilian Personnel Overseas					
Other International	1	0.0	1		
Total International	5	0.0	5		
E-Mail Address Only					
Other Unclassified					
Grand Total	29,033	100.0	28,785	241	7

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Analyzed Issue Date
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U.S. Subscription Price
Canadian Subscription Price
International Subscription Price

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